



AHMED ABDELMAWLA HASSAN ELGHARIB

Hotel General Manager ⚡ **Operations Director** ⚡ **Asset Management**

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Nationality: British • **Education:** 2004 BA International Hospitality Management – Wales

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Professional Profile

A versatile, commercially astute hotelier, group and area management professional with excellent interpersonal, strategic planning and organisational attributes from a global career spanning more than 15 years. With a successful track record of achieving company targets and stakeholder expectations, delivering exceptional results with solid ROI. Adapt rapidly to change and cultural diversity, building mutually beneficial relationships and partnerships. Focuses on sustainable profitability and margins with quality customer service, encourages and develops people, proactively represents owners, and thrives within an evolving, extremely competitive environment.

Key Skills

Building then leading cross-functional teams • Capex projects • International acquisitions • Process optimisation
Corporate decision making • Preparing \$MM budgets • Procuring assets, Business start-up • Supply chain • Brand promotions • First class F&B standards • Quality Control • Negotiating • Sales & Marketing strategies
Communication in English, Arabic & French • Industry networking • Talent recruitment • Managing performance

Executive Career History

Feb 2019 – Present **Hotel General Manager | Swiss-Belinn Doha, Qatar (129 rooms)**

Opening a 3 internationally managed property for Swiss-Belhotel International (SBI); www.swiss-belhotel.com*

- Leveraged experience to achieve 50% Occupancy in Week 4 of trading and top lines revenue, meeting KPIs and exceeding 2021 targets during pandemic.
- Elevated market position, prepared client F&B concepts, liaised with government entities, and oversaw marketing, branding and signage activities.
- Implemented a pre-opening budget and business plan with cash flow projections, coordinated hardware and software installations, recruited 60 staff with salary structure, and resolved snagging list items after receiving hotel from contractors.
- Worked collaboratively with owning company and third-party contractors to refurbish a hotel with 5 F&B Outlets and outside catering, managing the project to a challenging time-frame including design stages and property improvements plan.
- Managed hotel's Finance department (May 2020-Apr 2021); critical for Covid-19 contingency planning.

Aug 2017 – Jan 2019 **Group General Manager & Acquisitions Manager | BinOtaiba Hotels, UAE**

Managing acquisitions and assets for a division of BOIG, focusing on luxury markets; www.binotaibahotels.com

- Accomplished with completing due diligence, negotiating with legal professionals on purchases totalling \$120M in UAE and North Africa (912 rooms) for King Edward Hotel, Hilton Sharjah, Corniche Abu Dhabi, Ramada Fes Morocco, and Ramada Encore Tangier.
- Increased UK portfolio by 856 rooms with £100M investment: Hyatt Regency Birmingham, Radisson Blu Bristol and Cardiff, and Park Inn by Radisson Cardiff.
- Coordinated purchase of 1,093 rooms in South Africa (\$115M): Radisson Blu Le Vendome Cape Town, plus Hyatt Regency and Park Inn Sandton (Johannesburg).
- Managed a Hilton Saadiyat, Abu Dhabi (386 rooms) new build from design to construction, completing all planning with municipality approvals.
- Explored worldwide markets, restructured costs with five year visions, and created offshore/in country company structures and management and franchising models.
- Negotiated long-term plans with operators, engaged with local authorities and tourist boards, reviewed F&B offerings, and led renovation projects.
- Represented owners at conferences (AHIC), exhibitions, meetings, and litigations in South Africa / UAE.

Nov 2014 – Aug 2017 Hotel Manager | Hilton Sharjah, Sharjah, UAE (259 rooms)

Awarded Best 5 Hotel in the Emirate of Sharjah; www.sharjah.hilton.com*

- Promoted based on outstanding performance, recording the highest GOP in the hotel's history (2015) by delivering exceptional services.
- Reported direct to Vice President Operations and owners, managing budgets, revenues, STR, GOP, EBITDA, TGOP, and department margins.
- Formulated action plans to improve guest experience, rolled out Operational Excellence, and grew community involvement and new business opportunities.
- Highly proficient at managing SALT (guest satisfaction), team and owner relations as well as audits for quality assurance, SOX and brand performance.
- Hosted high profile events for customers such as Hussein Jazmi, Mijail Gorbachov, Malala Yousafzai, Omar Khairat, Kofi Anan and Sharjah government officials
- Member of Ex Com for Sharjah Tourist Board committee, managing all performance and branding for major city events.

Dec 2013 – Nov 2014 Operations Manager | Hilton Sharjah, Sharjah, UAE

- Reported to the General Manager at a hotel with 5 multi-cultural F&B outlets catering for banquets with up to 600 delegates,
- Responsible for providing smooth F&B operations encompassing all customer services, contributing to Capex (FF&E) projects and hotel PIPs.
- Established excellent SHJ media, tourism and government relationships,
- Deploying the Make It Right and Catch Me at My Best programmes to improve revenues, guest experience and team spirit. Centre of Quality champion, number 1 Trip Advisor out of 75 Sharjah hotels.
- Growing corporate sales by working with several accounts exceeding expectations;

Dec 2009 – Nov 2013 Director, Food and Beverage | Sheraton Soma Bay Resort, Egypt (326 rooms)

Utilising leadership experience at a Red Sea resort running operations as well as Capex and renovation projects.

- Returned to a resort with 8 F&B outlets, and interim General Manager (Apr-Nov 2013) with 303 staff and full P&L responsibility.
- Controlled a revenue budget for \$12.4M (2013) with a team of 120, launching Service Culture phase 2 and 16 suites to expand bookings.
- Maintained revenue streams after a severe global downturn, gaining 43% repeat guests through loyalty.
- GEI Hotel Champion based on guest experience plus Best F&B Excellence awards AFIO region 2010.
- Managed hotel trade union staffing related issues.

Nov 2008 – Nov 2009 Director, Food and Beverage | Crowne Plaza, Sharm El Sheikh, Egypt (399 rooms)

- Improved profitability at a 5* InterContinental Hotels Group (IHG) resort, introducing a Mozart Café and running Royal Family and Presidential functions during Peace Process Summit 2009
- Implemented SOPs and a SWEET up-selling programme, and top GSTS results for MEA region (Jan 2009).

Nov 2007 – Nov 2008 Operations Manager | Hilton Dundee, Scotland, UK (129 rooms)

- Reporting to General Manager, 7 direct reports, managing all hotel operational tasks, implementing new F&B concepts Al Fresco dining, Riverfront Bar & Grill, Café Cino. Strategies for meetings & events to optimise space used.
- Represented hotel departments in Brand Award winners for HUKI and presented in VP Regional meetings.

May 2005 – Nov 2007 Food & Beverage Manager | Sheraton Soma Bay Resort, Egypt

Aug 2004 – Apr 2005 Operations Manager | International Guest House

Aug 2003 – 9 months Asst. Manager – Operations | Ramses Hilton Cairo (Cross Exposure by Hilton Cardiff)

Jan 2003 – Jul 2003 Asst. Night Manager – Cardiff Marriott Hotel

Aug 2000 – Jan 2003 Various Junior roles at Hilton Cardiff, UK

Other Details

Languages: **English** – mother tongue; **Arabic** – excellent; **French** – conversational level

IT skills: **Fidelio; Marsha; Galileo; Opera; micros & interfaces; MS Office & Internet applications**

2016: **SHINE Management Development programme** – Hilton Hotels & Resorts

Training: **First Aid courses; Food & Hygiene; Health & Safety; Local Authorities legislations; Marketing Campaigns; Financial Management; Country Employment Laws**

2004: **Bachelor in International Hospitality Management** – University of Wales, Cardiff, UK

References available upon request
